

## **Making the Pitch**

### **Key Take-aways**

- BWC is flexible - EPA offers several options for meeting the National Standard of Excellence (NSE)
- Follow the steps of the sales process (see below)
- Target your audiences for making your pitch (see below)
- Highlight the most important messages in your pitch
- When initially speaking to employer, try to establish whether employer qualifies

### **The National Standard of Excellence (NSE)**

- Designate 1 contact person for centralized information collection/dissemination
- Offer excellent commuter benefits package
  - Emergency Ride Home program
  - One of four primary options (e.g., transit/vanpool subsidy, telework)
  - EPA will consider employer proposals to satisfy primary options criterion
  - Three or more supporting options
- Meet 14% non-SOV (single-occupant vehicle) participation level
- Report success of program
- Display/use BWC identifier

### **Key Steps to Sales Process**

- Gather your list of targeted employers
- Establish your sales pitch (e.g. hospitals have parking problems and struggle to recruit and retain employees. A good sales pitch for hospitals then is to point out how offering commuter benefits addresses their concerns by reducing the demand for parking which frees up spaces for patients and precludes the need for additional parking structures) and helps recruit and retain employees.)
- Make initial contact
- Make targeted follow-up calls to “sell” the program

### **Targeting your audiences**

- Which employers offer commuter benefits, or are likely to do so soon?
- At each employer, identify executives, HR and PR managers, employee transportation coordinators, facility managers, and environmental managers
- Screen potential employers: # employees, coalition partners, relevant awards, participation in other voluntary programs, other worksites qualifying as BWCs

### **Selling BWC: Tips**

- Listen—be flexible regarding individual employer needs/concerns
- Ask “open probe” questions
- Leave 1 phone message only, subsequent calls should try to make direct contact
- Be persistent—get a yes or no response
- Follow phone calls with e-mails summarizing discussion, next steps

### **Selling BWC: Talking Points**

- Thank respondent for interest
- Reiterate benefits of qualifying for BWC
- Explain list criteria (NSE) in more detail to determine if they are likely to qualify
- Offer to walk the employer through online application at [www.bwc.gov/doiqualify](http://www.bwc.gov/doiqualify)